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FOR IMMEDIATE RELEASE

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End-of-summer drunk driving crackdown begins Friday *Special equipment grants help officers detect, arrest impaired drivers*

Law enforcement officials announced today that nearly \$850,000 in federal traffic safety funds have added a variety of equipment that will assist law enforcement officers across the state with efforts to detect and arrest drunk drivers as they prepared to launch the statewide *You Drink & Drive. You Lose.* drunk driving crackdown that begins Friday.

The law enforcement arsenal has been further enhanced with the addition of 224 in-car cameras, 75 preliminary breath testers (PBTs) and two passive alcohol sensor flashlights.

This equipment will hit the road Friday as local law enforcement agencies join officers from more than 500 agencies across the state to look out for drunk drivers during the *You Drink & Drive. You Lose.* crackdown, which runs through Sept. 5.

OHSP is coordinating the enforcement effort by providing federal traffic safety funds to more than 140 agencies to boost patrols in selected areas and by funding paid advertising to ensure widespread awareness of the crackdown.

"Motorists are warned—law enforcement officers will be looking specifically for drunk drivers and are equipped with the tools to find, arrest and help prosecute them," said Michael L. Prince, OHSP division director. "If you choose to drink this holiday season, do so responsibly by using alternative transportation."

During the last crackdown period that ran from late December to early January, more than 1,800 individuals were arrested for alcohol-related offenses.

In spite of the progress that has been made to reduce drunk driving, 36.1 percent of all traffic fatalities in Michigan still involve alcohol and/or drugs. In 2004, 418 people died and 8,667 were injured in alcohol and/or drug-related crashes on Michigan roadways. During the 2004 Labor Day weekend, 11 people died in traffic crashes, four of which involved alcohol.

Traffic fatalities are typically highest during the summer months. Early 2004 data shows that more fatal crashes occurred in August than any other month.

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A two-week television, cable and radio advertising campaign highlighting stepped up drunk driving enforcement and the consequences of an arrest began Monday. The advertising buy employs the use of television, cable and radio spots in the state's major media markets, which include Detroit, Flint and Grand Rapids.

The 32 counties receiving federal traffic safety funding for overtime patrols include: Allegan, Bay, Berrien, Calhoun, Clinton, Delta, Eaton, Genesee, Grand Traverse, Ingham, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Leelanau, Lenawee, Livingston, Macomb, Marquette, Midland, Monroe, Muskegon, Oakland, Ottawa, Saginaw, St. Clair, St. Joseph, Shiawassee, Van Buren, Washtenaw and Wayne counties.

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